DECEMBER 23/30 1985

# CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

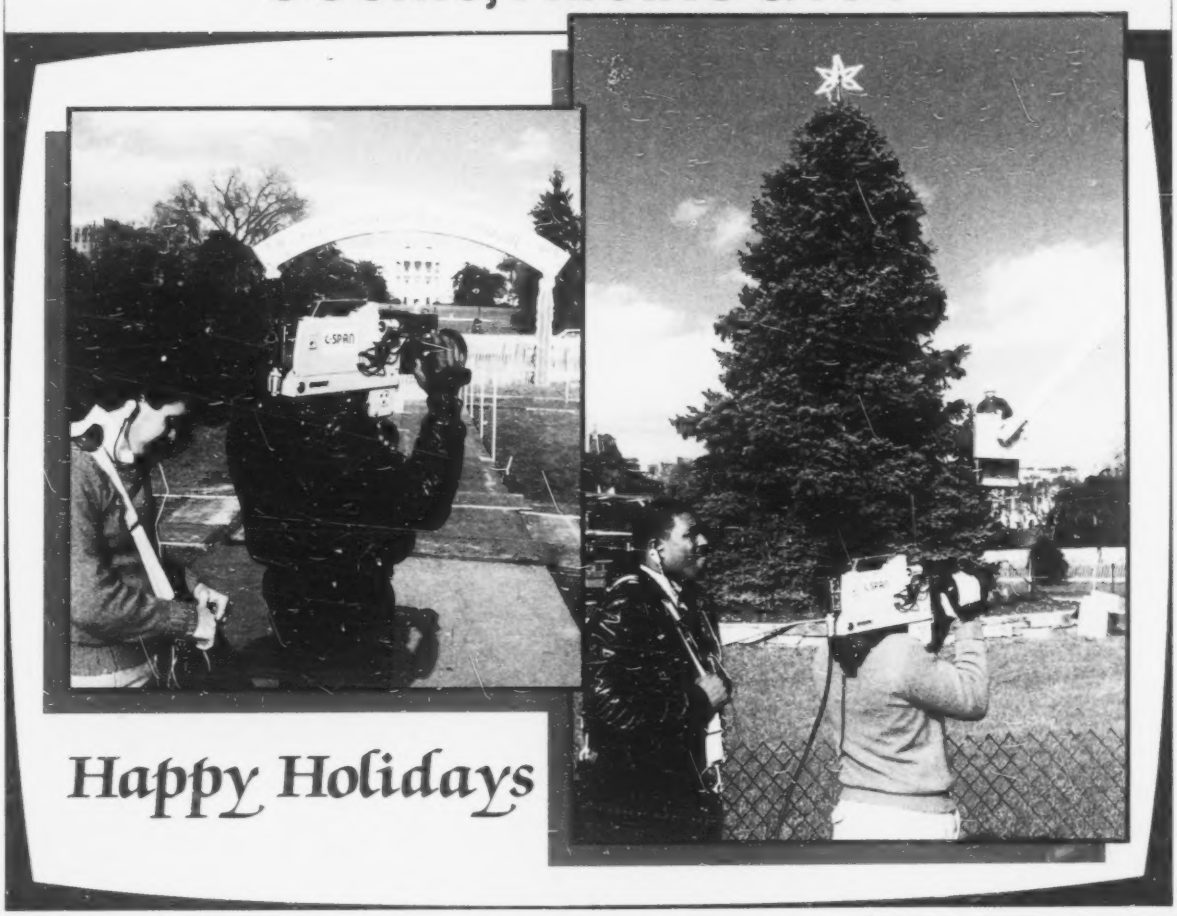
CABLE RATED TOP GROWTH MEDIUM

HBO ENTERING DBS IN JOINT VENTURE WITH RCA

TCI BACKS AWAY FROM NBC CABLE NEWS

CABLE NETS NIX CORPORATE VIDEOS

## LOOKING BACK ON '85: COURTS, PRICING & PPV




*Happy Holidays*

# CableVision

## LEADING THE WEEK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Cable is looking good, according to a survey by Veronis, Suhler & Associates, with a few exceptions.

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## LOOKING BACK IN '85


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**On the cover**
C-SPAN's Garney Gary (left) and Sean Heery shoot the "Pageant of Peace" Christmas celebration and the national Christmas tree in Washington, D.C. C-SPAN tapes these national Christmas events each year to include in its public affairs programs.

## 1985 Rate Survey

# Pay prices hold; basic inches up

Charging more for basic and the same or slightly less for premium services sums up the cable industry's response to a new, partially deregulated environment in 1985.

Among 10 cable systems surveyed for this article, the price of an 18 to 43-channel lineup, not including optional pay services, was about $13.48 on the average in December 1985, representing an increase of $1.14 over a year ago. The price of single pay service, $12.12 on the average, decreased slightly in the same survey, while the price of two channels stayed the same, in most cases, at roughly $10 each.

While it was clearer than ever that operators had reached a ceiling on what they could charge for Home Box Office, Showtime, Cinemax, The Movie Channel or Disney, most took the 5 percent increase allowed by law on basic cable. In California, where state law is more liberal than the rest of the country, one operator hiked basic prices by 21 percent this year and lowered the price of one pay by $1.

Nearly every one intends to take another 5 percent in 1986. Beyond 1987, when the rate deregulation provision of the national cable policy act goes into effect, the plans vary. Most operators say the price for basic cannot go up more than $1 in 1987; others say they are digging in at today's prices, with most of the big hits behind them.

Judging by the collective wisdom of a dozen general managers and marketing executives questioned for this story, 1986 will be the year to hold the line on pay prices. Reflecting what most concede is an imbalance in the price of pay TV versus its value, the emphasis is off achieving revenue growth by increasing rates for premium channels. The videotape rental store phenomenon has taken its toll, and observers agree there is no longer the demand for multipay convenience that there was before.

As subscribers settle down with one or two pays, their cable-delivered satellite networks, off-airs and remotes, what operators lose in slower sales of multiple pay channels, they'll make up in higher basic prices, improved penetration or, in some cases, by selling pay-per-view movies.

In New Jersey, NYT Cable plans to unbundle the lineup. Subscribers will be able—and encouraged—to purchase service for as little as $5 a month. For that price, they get an addressable Sprucer converter and 12 channels, including local origination, C-SPAN and broadcast networks. For $2.50 more they have a choice of a five-channel "sports" service, including Lifetime, or a seven-channel family package, including CNN, MTV and CBN.

A subscriber may also purchase pay-per-view movies for a minimum monthly charge of $2.50, without having to buy more than the basic $5 "Antenna" service.

NYT Cable's Vice President of Marketing Bob Townsend explains the goal is to increase revenues by pushing for higher penetration (which now stands at 55 percent) and larger volume at lower margins. He is convinced that raising prices will only lower cable's reach. He wants to get the wire into the home where people can see the value of it for themselves. "Kids won't let their parents take out Nickelodeon, once it gets in," Townsend says.

You don't increase revenues by increasing the size of the package, says Townsend, but by selling more options. If you want to use the car dealer analogy, it's like persuading the customer to buy the model with the mag wheels and stereo, rather than the standard version.

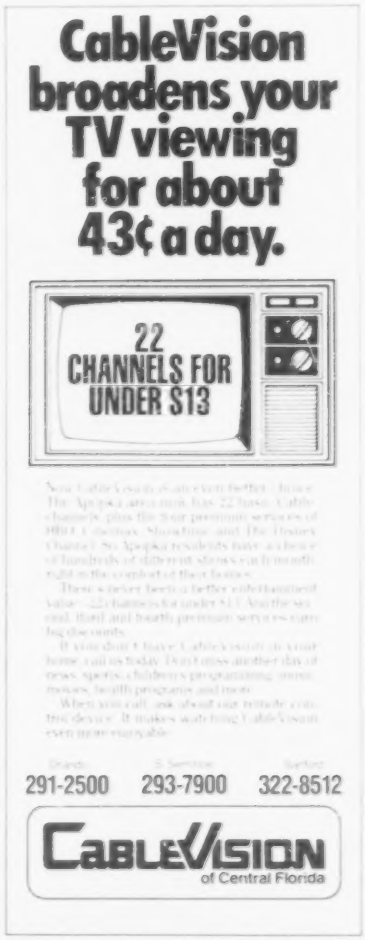
Gillcable, in San Jose, Calif., is on the opposite end of the spectrum. Among the operators queried, Gillcable was the priciest, by far, charging $21.95 for 32 channels (not including premium), an increase of $1 over a year ago. Pay channel prices were on the high end, as well, at $14.95 for HBO alone, $13.95 for Showtime and $12.95 for The Movie Channel. Gill does not offer a quantity discount. Prices do not include a remote control, which is $33 extra annually.

Just to get cable installed for the first time costs about $100—$30 for the deposit, $36 converter rental and $33 up front for the remote.

In 1986, basic will go up another $1 and pay channels will go up by 50 cents each, says Ben Reichmuth, vice president of marketing. He adds that Gill's superior service easily commands top dollar. At current prices, Gill has 110,000 subscribers out of 214,000 homes passed.

Reichmuth envisions revenues from pay-per-view will start to boom in the next 18 months, when the movie studios agree to release movies to cable and rental stores at the same time. "We want the same (window) as the hotels and airlines," Reichmuth says, "then we can own the blockbusters. It stabilizes the whole business."

"Redefining basic cable" is the first




*ATC promotion emphasizes value of basic cable.*

step to take before deciding how to price it, says Jerry Maglio, executive vice president of marketing and programming, Daniels & Associates. His strategy is to get the price of basic cable up to between $15 and $25 a month, depending on the characteristics of the franchise. "I would make it an expanded value," Maglio says. "Why not say (the price) includes your choice of HBO or Disney?"

Basic cable has to be better to be priced higher, Maglio says, predicting that eventually, certain premium channels such as, American Movie Classics, Disney or SportsChannel, will make the transition to basic status. A longtime and vocal advocate of package pricing of multiple pay services, Maglio continues to put his theory into action with new variations of "Showcase." Aimed at reducing the price of two pays to about $15 versus $20 Showcase packages have been introduced in several Daniels systems.

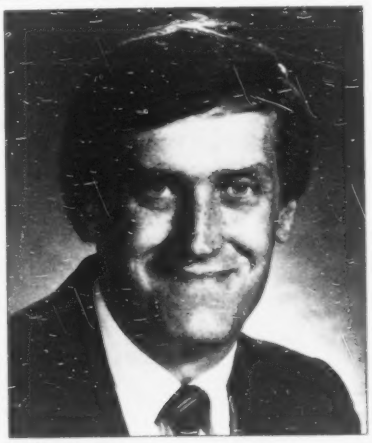
The latest versions go on sale in Greeley, Colo., and Asheville, N.C., in March.

In Greeley, Showcase will consist of The Movie Channel, Bravo, American Movie Clasics, Discovery and a choice of Disney or Cinemax for a total of $16.95. This is not designed to push the subscriber into paying a total of more than about $30 a month, Maglio cautions, although after 1987, increases on basic will likely be much steeper than 5 percent.

Maglio and Reichmuth may think they have plenty of leeway, but Dave Edwards, executive vice president and general manager of Rogers Cablesystems in San Antonio, Texas, is convinced he reached the maximum at $9.45 for 43 channels of basic cable. "City officials are not the problem," Edwards says. "If the market perceives greed, your public relations suffers. It's not worth it, unless you are really desperate. My customers would rebel."

Having come into the market in 1979 with a too-low price, Edwards was forced to implement a 50 percent rate hike last year. It was an experience he never wants to go through again. Although Rogers has won them back into the fold, the system lost 10,000 subscribers out of 202,000.

One of the nation's pay-per-view pioneers, Edwards sees revenue growth ahead for that segment and will launch two new channels dedicated to pay-per-view this year. One is to be for sporting and special events only. The other, a movie channel, will consist of a single feature running continuously for 24



*Mike Harrigan*

hours a day. To boost sales, movie prices will be reduced to $1 to $4 each.

In Houston, Warner Amex is offering one of the lowest rates for two or more pays at about $7.50 each. At the same time, it is upping the price for basic cable. As it phases out its Qube technology, Warner is equipping some 10,000 homes with Pioneer BA-5000 one-way addressable converters. Subs get 35 channels, including in-house sports channel HSE for $14.97, and pay channels are heavily discounted compared to the rest of the system. The results are very encouraging, says Jim Auger, director of sales and marketing, who can quote profit analyses showing that while margins were lower after the conversion, the total takeout per home was up $7 and the pay-to-basic ratio up 7 points.

Cox Cable in San Diego last summer tried to offset the blow of a $3.17 basic rate increase with a $1 reduction in pay. The city council didn't much like it, but subscribership stayed high. That proved, says Vic Arrington, vice president of marketing, "We were dead on." He believes the rates are correctly structured at $14.95 for 35 channels of basic, $10.95 for one pay, and that increases through 1986 and 1987 will be minimal.

With one year to go until Jan. 1, 1987, cable watchdogs are beginning to rail against the temptation to raise rates in giant steps. Judging by prevailing opinion, basic rates are not likely to go much higher than $15 on the average by 1987, because even in a deregulated environment, operators think that's about as much as people are willing to pay.

Even under the official restraints of franchise agreements, cable operators have been taking increases year after year by creating new tiers of service that skirt the law. As prices have a way of doing in the free market, cable rates, in spite of regulation, may have already reached their level.

*—Victoria Gits*

## RATE SURVEY

*Prices in parentheses are December 1984 prices. Others are current prices. Premium prices are figured on a per-channel basis*

**ATLANTA, Georgia**
Prime Cable

| | |
|---|---|
| Homes passed: | 290,000 |
| Miles: | 3,800 |
| Subscribers: | 116,000 |
| Addressable subs: | 69,600 |
| 48 channels: | 14.85 (13.50) |
| One pay: | 10.50 each |
| 2 pays: | 9.00 ea. inc. remote |
| 3 pays: | 8.00 ea. inc. remote |
| Remotes: | 4.00 |
| 2nd Sets: | 10 (9 includes duplicate premiums and remotes |
| Upgrades: | 19.00 |

**Cablevision of Central Florida Orlando, Melbourne, Coco Beach**
(ATC)

| | |
|---|---|
| Homes passed: | 335,000 |
| Subscribers: | 195,000 |
| 23 channels: | 12.75 (12.30) |
| One pay: | 11.95 each |
| 2 pays: | 8.95 each |
| 3 pays: | 7.50 each |
| Remotes: | 4.00 |
| 2nd Sets: | 2.50 |
| Upgrades: | 17.50 |

**CHERRY HILL, N.J.**
NYT Cable
(New York Times Co.)

| | |
|---|---|
| Homes passed: | 235,000 |
| Miles: | 2,900 |
| Subscribers: | 130,000 |
| Interactive, Addressables: | 25,000 |

**1986 Sprucer service***

| | |
|---|---|
| Antenna Service (12 channels): | $5 |
| Sports (5 channels): | $2.50 |
| Family (7 channels): | $2.50 |
| Front Row PPV converter charge (inc. remote): | 2.50 |
| HBO: | 12.50 |
| PRIS, SHO or CIN: | 12.00 |
| Disney: | 9.95 |
| CIN plus 1 pay: | 10.00 |
| CIN plus 2 pay: | 8.00 |
| 2nd Set: | 3.00 and 6.00 |
| PPV movie: | 3.00-5.00 |

(*formerly was $10 for 24 channels)

**DALLAS, Texas**
Heritage Communications

| | |
|---|---|
| Homes passed: | 387,000 |
| Subscribers: | 87,000 |
| 65 channels: | 12.95 |
| Premiums: | 6 |
| One pay: | 11.95 (12.00) |
| 2 pays: | 10.45 ea. |
| 3 pays: | 9.95 ea. |
| Disney: | 8.95 (12.00) |
| Remote: | 3.95 |
| 2nd Sets: | 6.95 (4.00) |
| Upgrades: | 9.95 |
| Trip Charge: | 19.95 |

**HOUSTON, Texas**
Warner Amex Houston

| | |
|---|---|
| Homes passed: | 497,000 |
| Subscribers: | 194,000 |

**Standard Service** 10,000 subs.

| | |
|---|---|
| 35 channels: | 14.95, 17.95 inc. remote |
| One pay: | HBO, 13.00; others, 10.00 |
| 2 pays: | 7.75 ea. |
| 3 pays: | 7.33 ea. |

Average effective pay rate per channel: 7.76

**Qube Service** (30,000 subs)

| | |
|---|---|
| 42 channels: | 16.95 inc. corded remote |
| One pay: | 12.00 |
| 2 pays: | 10.50 ea. |
| 3 pays: | 7.85 ea. |
| PPV: | 3.95 |

**Basic Cable** (154,000 subs)

| | |
|---|---|
| 30 channels: | 11.95 (11.00) |
| HBO: | 13.00 |
| SHO: | 12.00 |
| 2 pays: | HBO, 13; 2nd, 11<br>SHO, 1; 2nd, 10 |
| 3 pays: | 13, 11, 10 |

Average effective pay rate per channel: $10.80

**LITTLETON, Colorado**
ATC

| | |
|---|---|
| Subscribers: | 6,000 |
| 39 channels: | 9.45 (9.00) |
| Premiums: | 5 |
| One pay: | 11.95 |
| 2 pays: | 9.95 ea. |
| 3 pays: | 9.95 ea. |
| Remotes: | 4.00 |
| 2nd Sets: | 3.75 |
| Upgrade: | 15.00 |

*Added Dis, Nash, A&E and Nick in 1985

**NEW YORK CITY**
Manhattan Cable (ATC)

| | |
|---|---|
| Homes passed: | 370,000 |
| Subscribers: | 190,000 |

'Judging by the collective wisdom of a dozen general managers and marketing executives, 1986 will be the year to hold the line on pay prices.'

**Residential service**

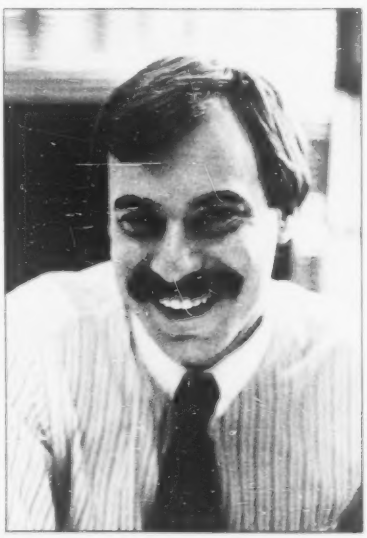
| | |
|---|---|
| 30 channels: | 12.30 (11.75) |
| Premiums: | 3 |
| One pay: | 13.50 ea. |
| 2 pays: | 11.53 ea. |
| 3 pays: | 9.67 ea. |
| Remote: | 2 exc. w. thru pays |
| 2nd Sets: | 6 |
| Upgrades: | 10.50 (9.95) |

**Commercial service:**

| | |
|---|---|
| 30 channels: | 30 |
| One pay: | 20 |
| Restaurants: | 85 |
| Installation: | 110 |

**SAN ANTONIO, Texas**
Rogers Cablesystems of Texas

| | |
|---|---|
| Homes passed: | 395,000 |
| Miles: | 3,600 |



*Barry Rosenblum*

| | |
|---|---|
| Subscribers: | 202,000 |
| Interactive Boxes: | 50,000 |
| 12 channels: | 5.25 (5.00) |
| 20 channels: | 8.40 (8.00) |
| 35 channels: | 9.45 (9.00) |
| Converter charge: | 1.05 (1.00) |
| Addressable converter charge: | 6.05 (6.00) |
| Pay units: | 303,000 |
| Premiums: | 8 |
| One pay: | 10.00 ea. |
| 2 pays: | 8.00 ea. |
| 3 pays: | 7.16 ea. |
| PPV Movies: | 3.95 (5.00) |
| PPV Basketball: | 5.00-7.00 |
| Upgrades: | 10. |

**SAN DIEGO**
Cox Cable San Diego

| | |
|---|---|
| Homes passed: | 400,000 |
| Subs: | 264,000 |
| Addressable subs: | 128,000 |
| 35 channels: | 14.95 (11.78) |
| Premiums: | 6 |
| One pay: | 10.95 (11.95) |
| 2 pays: | 9.98 (9.98) |
| 3 pays: | 9.32 (9.65) |
| 40 Padres Games: | 140.00 |
| Remotes: | 3.00 (6.00) |
| 2nd set: | 2.95 and 10.95 |
| Upgrades: | 5.00 |

**SAN JOSE, California**
Gillcable

| | |
|---|---|
| Homes passed: | 214,000 |
| Miles: | 1,600 |
| Subscribers: | 110,000 |
| Addressable subs: | 36,000 |
| 24 channels: | 16.95 (15.95) |
| 32 channels: | 21.95 (20.95) |
| Premiums: | 9 |
| HBO: | 14.95 |
| SHO: | 13.95 |
| TMC: | 12.95 |
| CIN, DIS, GV, PB BRAVO, HTN: | 11.95 |
| PPV: | 4.00 |
| PPV converter charge: | 6.00 |
| Remotes: | $33 annually |
| 2nd Sets: | 6.75 |

**SOUTH BEND, Indiana**
Heritage Communications

| | |
|---|---|
| Homes passed: | 130,000 |
| Miles: | 1,500 |
| Subscribers: | 69,015 |
| 18 channels: | 12.20 (11.65) |
| Premiums: | 3 |
| SHO: | 11.95 (11.45) |
| CIN: | 10.95 (10.95) |
| HBO: | 11.45 (11.45) |
| Gold Star Pagkage (Basic, 3 pays, guide): | 41.00 |
| Remote: | 3.50 to 3.95 |
| 2nd Sets: | 5.30 (4.95) |
| Upgrades: | 15.00 |

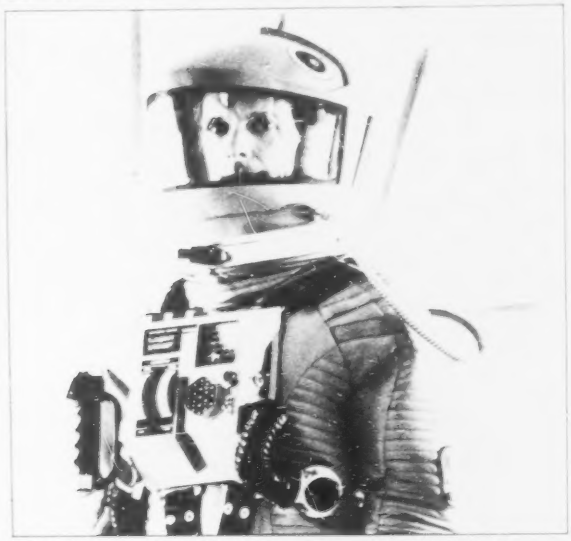
# CABLE STATS

## Film product comparison— January

| Film | Pay Networks | | | | | Distributor |
|---|---|---|---|---|---|---|
| Against All Odds | (HBO) | (ST) | | | MAX* | Columbia |
| All of Me | (HBO) | (ST) | (TMC) | (HTN) | MAX* | Universal |
| All the Right Moves | (HBO) | ST | (TMC) | | (MAX) | 20th Century-Fox |
| Alphabet City | (HBO) | | TMC* | | (MAX) | Atlantic TV |
| Alphabet Murders, The | | ST | | | | MGM/UA |
| Amazing Mr. Blunden, The | | | TMC* | | | Excel Video |
| Ambassador, The | | | | | MAX | Cannon Films |
| Amityville: The Demon | | | | HTN | | Orion |
| Angel | | | | | MAX* | New World |
| Angel Wore Red, The | | ST | | | | MGM/UA |
| Another Country | | | | | MAX | Orion |
| Antarctica | | ST | | | | 20th Century-Fox |
| Apocalypse Now | HBO | (ST) | TMC* | | (MAX) | MGM/UA |
| Ask Any Girl | | | TMC | | (MAX) | MGM/UA |
| Auntie Mame | | | | | MAX* | Warner Bros. |
| Ballard of Gregorio Cortez, The | | | | HTN* | (MAX) | Embassy |
| Barry Lyndon | | | | | MAX | Warner Bros. |
| Beach Girls, The | | | TMC | | | Crown |
| Beat Street | (HBO) | | | | MAX | Orion |
| Being There | HBO | | TMC* | | (MAX) | Lorimar |
| Bells | | ST | | | | The Movie Store |
| Beyond the Forest | | ST | | | | MGM/UA |
| Big Bounce, The | | | TMC | (HTN) | (MAX) | Warner Bros. |
| Big Score, The | (HBO) | | TMC | | | Abc |
| Birch, The | | ST* | | | | Telepictures |
| Black Stallion Returns, The | | (ST) | TMC | | MAX | Embassy |
| Blame It On Rio | HBO* | | TMC | | | 20th Century-Fox |
| Blue Lagoon, The | | | TMC* | | MAX* | Columbia |
| Blues Brothers, The | | (ST) | | | MAX* | Universal |
| Blue Skies Again | | | | HTN | MAX | Warner Bros. |
| Bobby Deerfield | | | | | MAX | Warner Bros. |
| Bostonians, The | (HBO) | | TMC* | | | Almi |
| Brady's Escape | HBO* | | TMC* | | | Sattel |
| Brainstorm | (HBO) | | (TMC) | | MAX | MGM/UA |
| Brass Ring, The | | | (TMC) | HTN | | Sattel |
| Breaker Morant | | | | | | Orion |
| Electric Boogaloo | HBO* | | | | | Tri-Star |
| Caged Heart | | | TMC | | | Viacom |
| Champ, The | HBO | | | | (MAX) | MGM/UA |
| Charlie Chan and the Curse of Dragon Queen | (HBO) | | | | | Numerous |
| Children of the Corn | HBO | | (TMC) | | (MAX) | New World |
| Christina | | | | | MAX | Playboy Video |
| Citizen Kane | | | | | MAX | RKO Pictures |
| Clairvoyant, The | HBO | | TMC | | | 20th Century-Fox |

*'The Cotton Club,' starring Diane Lane and Richard Gere, makes its pay cable debut in January.*

| Film | Pay Networks | | | | | Distributor |
|---|---|---|---|---|---|---|
| Cloak & Dagger | (HBO) | ST* | (TMC) | HTN* | (MAX) | Film Gallery |
| A Clockwork Orange | | | | | MAX | Warner Bros. |
| Clown, The | | ST | | | | MGM/UA |
| Comfort and Joy | | | TMC* | (HTN) | MAX | Universal |
| Conan the Destroyer | (HBO) | ST | | (HTN) | (MAX) | Universal |
| Cotton Club, The | HBO | ST | TMC | | MAX | Orion |
| Cruisers | HBO | (ST) | (TMC) | | | Universal |
| Dalliat | HBO | | | | (MAX) | Filmworkers |
| Damn | | | TMC | | | Castle Hill |
| Das Boot | | | TMC* | | | Columbia |
| D.C. Cab | HBO* | | TMC* | | | Universal |
| Dead Zone, The | | ST* | | | | Paramount |
| Deathstalker | | | TMC | | | New Horizons |
| Die Laughing | | | | HTN | | MGM/UA |
| Dirty Knight's Work | | | TMC | | | Excel Video |
| Dodsworth | | | TMC | | | Goldcrest |
| El Norte | | | TMC | | | Cinecom |
| Enola Gay | HBO | | | | | Viacom |
| Escape Artist, The | | ST | (TMC) | | | Zoetrope |
| Eyes of A Stranger | | | TMC* | | | Warner Bros. |
| Everything You Always Wanted | | | | | MAX | MGM/UA |
| Evil Under the Sun | HBO | | | | (MAX) | Thorn EMI |
| The Falcon and The Snowman | | | | | MAX | Orion |
| Fandango | HBO | | TMC | | | Warner Bros. |
| Fat Chance | | | | HTN* | | Wrightwood Ent. |
| Finian's Rainbow | | | TMC* | (HTN) | | Warner Bros. |
| Fire On The Mountain | HBO | | | | | Columbia |
| F.I.S.T. | | | | | MAX | MGM/UA |
| Follow the Fleet | | | | | MAX | RKO Pictures |
| Four Friends | HBO | | | | | Orion |
| French Lieutenant's Woman, The | | ST | | | | MGM/UA |
| French Woman, The | | ST | | | (MAX) | Film Gallery |
| Friday the 13th: A New Beginning | | | TMC | | | Paramount |
| Girls of the White Orchid | | ST | | | | King Features |
| Golden Arrow, The | | ST | | | | MGM/UA |
| Goodbye Girl, The | | (ST) | | HTN | (MAX) | MGM/UA |
| Happy Birthday To Me | HBO | | | | | Columbia |
| History of the World Part I | | | | | MAX* | 20th Century-Fox |
| Honeysuckle Rose | | | TMC | | MAX | Warner Bros. |
| Hotel | | | TMC* | (HTN) | (MAX) | Warner Bros. |
| Hot Resort | | | TMC | | MAX | Cannon Pay-TV |
| House of the Long Shadows | HBO | | TMC* | | (MAX) | Viacom |
| Hysterical | HBO | | | | (MAX) | Cinema |
| Iceman, The | | (ST) | | HTN* | (MAX) | Universal |
| Ice Pirates, The | | | | (HTN) | MAX* | MGM/UA |
| I Know Why The Caged Bird Sings | | | TMC | | | Viacom |
| Incredible Shrinking Woman, The | | | HTN | | | Universal |
| In-Laws, The | | | TMC | HTN | | Warner Bros. |
| Into the Night | | ST | TMC | | | Universal |
| Irreconcilable Differences | (HBO) | ST* | (TMC) | (HTN) | (MAX) | Warner Bros. |
| Jigsaw Man, The | (HBO) | | (TMC) | | MAX | Jigsaw Inc. |
| Johnny Dangerously | (HBO) | (ST) | TMC* | | (MAX) | 20th Century-Fox |
| Joy of Flying, The | | ST* | | | | K-Tel |
| Joy of Sex, The | | ST | (TMC) | | | Paramount |
| Just Tell Me What You Want | HBO | | | | | Warner Bros. |
| Just the Way You Are | (HBO) | ST* | | (HTN) | | MGM/UA |
| Kelly | | | TMC | | (MAX) | Paramount |
| Kgod | HBO | | | | | Rick Friedberg |
| King David | | ST | | | | Paramount |
| Ladybug, Ladybug | | ST | | | | MGM/UA |
| Lady On the Bus | | | | | MAX | Atlantic TV |
| Lassiter | HBO | ST | TMC | | (MAX) | Warner Bros. |
| Last American Virgin, The | HBO | | (TMC) | | (MAX) | Viacom |
| Last Time I Saw Paris, The | HBO | | | | | MGM/UA |
| Learning Tree, The | | | TMC | | | Warner Bros. |
| Let's Spend the Night Together | HBO | | | | | Embassy |
| Life On Earth | | | | HTN* | | Warner Bros. |
| Lonely Guy, The | HBO* | (ST) | TMC | | (MAX) | Universal |
| Lost And Found | HBO | | | | MAX | Columbia |
| Loveliness | | | | | MAX | Tri-Star |
| Major Barbara | | | TMC* | | | New Century |
| Man In The Wilderness | | | TMC | (HTN) | | Warner Bros. |
| Man Who Knew | | | | | | |



*'2010' starring Keir Dullea makes its pay cable debut in January.*

| Film | Pay Networks | | | | | Distributor |
|---|---|---|---|---|---|---|
| Too Much, The | | | TMC* | HTN* | | Universal |
| Man Who Saw Tomorrow, The | | | | HTN | | Warner Bros. |
| Marcia's Lovers | HBO | | | | | Cannon Pay TV |
| Martin's Day | HBO | | TMC | | | MGM/UA |
| Mass Appeal | HBO | | TMC* | (HTN) | | Universal |
| McCabe & Mrs. Miller | | | TMC | | | Warner Bros. |
| Metalstorm: The Destruction of Jared Syn | HBO | | | HTN* | (MAX) | Universal |
| Micki & Maude | HBO | | | | | Columbia |
| Mistress Pamela | | ST | | | | International |
| Misunderstood | (HBO) | | TMC | (HTN) | | MGM/UA |
| Monty Python's: The Meaning of Life | (HBO) | (ST) | TMC | | | Universal |
| Moon Over Miami | | | TMC* | | | 20th Century-Fox |
| Moscow On The Hudson | | (ST) | TMC | | MAX | Columbia |
| Murrow | HBO | | | | | Titus Productions |
| My Favorite Year | | (ST) | | | MAX | MGM/UA |
| Mystery Mansion | (HBO)* | | (TMC) | | | PIE |
| 1915* | | | TMC | | | Film Gallery |
| 1990: The Bronx Warriors | | ST | | | | C.F.D. |
| 9 to 5 | | | TMC* | | | 20th Century-Fox |
| Naked Face, The | HBO | ST | | | | Cannon Pay TV |
| New York Nights | | | | | MAX* | International |
| Night In Heaven, A | | ST* | (TMC) | | | 20th Century-Fox |
| Nightmare on Elm Street | HBO | ST | TMC | | | New Line Cinema |
| Night of the Comet | (HBO) | ST* | (TMC) | HTN | | Atlantic |
| Norma Rae | | ST* | (TMC) | | (MAX) | 20th Century-Fox |
| North Dallas Forty | | | (TMC) | | MAX | Paramount |
| Oh, God! Book II | | | | HTN | | Warner Bros. |
| Oh God! You Devil | (HBO) | (ST) | (TMC) | HTN* | | Warner Bros. |
| Once Upon A Time in America | (HBO) | (ST) | (TMC) | | MAX | Warner Bros. |
| One From the Heart | | ST | (TMC) | | | Zoetrope |
| One Heavenly Night | | ST | | | | Goldwyn |
| On the Town | | | TMC* | | (MAX) | MGM/UA |
| Over the Brooklyn Bridge | | | | | MAX | Cannon Films |
| Paradine Case, The | | | | HTN | | ABC Video |
| Paradise | HBO | | | | (MAX) | Embassy |
| Passage to India, A | | | | HTN | | Columbia |
| Phar Lap | (HBO) | ST | (TMC) | | (MAX) | 20th Century-Fox |
| Philadelphia Experiment, The | (HBO) | | | HTN | (MAX) | New World |
| Porky's | | | | | MAX* | 20th Century-Fox |
| Princess & the Pirate, The | | ST | | | | Goldwyn |
| Protocol | (HBO) | (ST) | TMC* | (HTN) | (MAX) | Warner Bros. |
| Raiders of the Lost Ark | HBO | | TMC* | HTN* | (MAX) | Paramount |
| Rare Breed | | | | HTN | (MAX) | New World |
| Razorback | HBO | | TMC | | | Warner Bros. |
| Reckless | | | | | MAX | MGM/UA |
| Repo Man | | ST* | | | MAX* | Universal |
| Right Stuff, The | (HBO) | (ST) | TMC | (HTN) | | Warner Bros. |
| River, The | (HBO) | (ST) | (TMC) | HTN | | Universal |
| River Niger, The | | | TMC | | | Cinecom |
| Robert Flaherty Heritage Series: Louisiana Story | | | TMC | | | Cinecom |
| Romancing the Stone | (HBO) | (ST) | (TMC) | | MAX | 20th Century-Fox |
| Romantic Comedy | (HBO) | (ST) | TMC | (HTN) | MAX | MGM/UA |
| Rope | | | TMC | HTN* | | Universal |
| Rosebud Beach Hotel | (HBO) | (ST) | | | | Atlantic |
| Royal Wedding | | | TMC | | MAX | MGM/UA |
| Rumble Fish | | | TMC | | (MAX) | Universal |
| Runaway | HBO | | | | MAX | Tri-Star |
| Salkara | | ST* | | | | Cinecom |
| Savage Attraction | | ST* | | | | New World |
| Savannah Smiles | (HBO) | | TMC | | | Embassy |
| Scandalous | HBO* | | | | | Orion |
| Sensuous Nurse, The | | | | | MAX | Castle Hill |
| Seven Hills of Rome, The | | ST | | (HTN) | | MGM/UA |
| Seven Magnificent Gladiators, The | (HBO) | | | | MAX | Cannon Films |
| Sex Games of The Very Rich | | | | | MAX | Independent |
| Sheena | (HBO) | | | | MAX | Columbia |
| Shining, The | | ST | TMC | | MAX | Warner Bros. |
| Surge | | | TMC | | | Vidmark |
| Slayground | HBO | | | | | Taurus/CMV |
| Something Wicked This Way Comes | (HBO) | (ST) | | HTN* | | Buena Vista |
| Somewhere Tomorrow | (HBO) | | TMC | HTN | | Lorimar |
| Sounder | | | TMC | | | CBS |
| Spirit of St. Louis, The | | | TMC* | | | Warner Bros. |
| Splash | | (ST) | TMC | HTN* | (MAX) | Buena Vista |
| Stark's Knights | | | | HTN | (MAX) | Cannon Int'l |
| Star 80 | (HBO) | ST | TMC | | | Warner Bros. |
| Starman | HBO | | | | | Columbia |
| Starsman 45 | | | | HTN | | Universal |
| Stratton Story, The | | | | | MAX | MGM/UA |
| Sort Of | | | TMC | | | Film Gallery |
| Swing Shift | (HBO) | ST | (TMC) | (HTN) | (MAX)* | Warner Bros. |
| Swing Time | | | | | MAX | RKO Pictures |
| Sword of the Valiant | | | TMC | | | Vidmark |
| 39 Steps (1935), The | | | | | MAX* | New Century |
| 2010 | HBO | ST | TMC | | | MGM/UA |
| Trio for Three | | | TMC* | | (MAX) | Salkara |
| Ten From Your Show of Shows | (HBO) | | | | MAX | Time/Heller |
| Terms of Endearment | | | TMC* | | | Paramount |
| Testament | (HBO) | ST | | | | Paramount |
| They All Laughed | (HBO) | | | | | TLC |
| Thief of Hearts | | ST | | | | Paramount |
| Third Man, The | | | | | MAX | New Century |
| Top Hat | | | | | MAX | RKO Pictures |
| Treacherous | (HBO) | ST | (TMC) | | MAX | Southgate Films |
| Trouble With Harry, The | | (ST) | TMC* | (HTN) | | Universal |
| Twelve Months, The | | | | HTN* | | Taurus Prog. Sys. |
| Uncommon Valor | | ST | (TMC) | | | Paramount |
| Under the Volcano | (HBO) | ST | | | | Universal |
| Unfaithfully Yours | (HBO) | ST* | | (HTN) | | 20th Century-Fox |
| Until September | (HBO) | (ST) | | | MAX | MGM/UA |
| Walk Proud | HBO | | | | | Universal |
| Weekend Pass | HBO | (ST) | | | | Crown Int'l |
| Where The Boys Are | (HBO) | | TMC | | (MAX) | MGM/UA |
| Willy Wonka and The Choc Factory | | | | HTN | MAX* | Warner Bros. |
| Yentl | HBO | | (TMC) | HTN | MAX | MGM/UA |
| You Light Up My Life | | | | | MAX | Columbia |
| Your Cheatin' Heart | | ST | | | | MGM/UA |
| Zelig | (HBO) | | TMC | HTN | | Warner Bros. |

Cable Network Legend
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
HTN-Home Theater Network
MAX-Cinemax

- Networks in parentheses indicate carriage in August, September, October, November and or December.
- An asterisk indicates the film is a carry-over from August, September, October, November and or December.
- In total, 224 films appear on the January schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, six films have played on all five services, 17 films have played on four of the five services, 35 films have played on three services and 61 films on two services. One hundred and five titles were unduplicated in the last six months.
- The motion picture distributor with the most titles on pay TV this month is Warner Brothers with 32, followed by MGM/UA with 31, Universal with 22, Twentieth Century-Fox with 19 and Columbia with 12.